

## Expected Outcomes and Performance Measures

### *For the 2016 Fiscal Year*

The main components of 2-1-1 that state investments support are:

#### Resource Database

Housing the details on **nearly 9,000 services statewide** requires trained personnel and sophisticated software that are able to organize and facilitate easy access to the information. As part of the call process, the software must also capture appropriate information from callers for reporting purposes. State investments also support activities related to the ongoing maintenance and manual update of information. **Over 10,000 work hours are spent annually to ensure the integrity of the database.**

#### Expected Outcomes:

- Wider access to correct, up-to-date information about services available through nonprofit and government organizations
- Robust historical and ongoing data of community basic needs and gaps in resources
- Higher number of accurate referrals

#### Performance Measures:

- Wider access will be measured annually by pulling reports from:
  - Software utilized on the number of calls received, chats conducted, and emails answered
  - Google analytics on the number of website hits and bounce rates
  - Online database searches conducted and referral reports generated
- Accuracy and quality of resources available in the database will be measured by individual record auditing and follow up surveys with callers to see if they were able to receive the recommended services from the resources provided. The goal is to have 90% accuracy in referrals made.
- Database integrity can be measured by pulling a report from the software utilized on the percent of resources that have been updated within the past year. 100% resources in the database will be updated annually.

#### High Quality Service Provision

Personnel are dedicated to providing ongoing monitoring of calls, coaching, and training to ensure a high quality level of service. Each month, calls answered by Information Specialists are monitored to ensure 2-1-1 is providing the best service possible.

#### Expected Outcomes

- Enhanced assessment of callers' situations, facilitating improved referrals to needed resources
- Improved caller experience and higher levels of satisfaction

### Performance Measures

- Ongoing quality monitoring: two to four calls answered by information specialists are monitored each month. The goal is to have the average scores be above 85%.
- Quality assurance surveys immediately following a call. The goal is for 95% of callers to indicate a positive experience.
- Independent consulting firm Fraser Group will conduct 5 mystery calls monthly assessing 51 different aspects of a good customer experience on a call. The goal is to receive an overall rating of at least 80%.
- Other measures reported include the number/percent of calls answered within 90 seconds and the number/percent of callers that abandon before reaching an agent.

### **Outreach**

United Way 2-1-1 is committed to helping let all Utahns know that this resource is available to help them navigate the health and human services systems for themselves or for those they are seeking to help. This is done through collaborative relationships with other organizations, media outreach, trainings for groups and agencies that help those in need, and outreach events where we interact directly with the public to inform them of the service.

### Expected Outcomes:

- More community members will have an awareness of 2-1-1 services and know how to access them
- Other nonprofit and government agencies as well as groups and individuals who work with the public will have confidence in using and referring to 2-1-1 to help their clients

### Performance Measures:

- 2-1-1 will continue to track the number of events attended and individuals spoken to. The goal is to attend a minimum of 100 events and contact a minimum of 15,000 people.
- 2-1-1 will continue to track the number of trainings provided and number of individuals trained. The goal is to train a minimum of 20 organizations throughout the year.

### **Disaster Planning and Response**

Staff time is dedicated to maintaining relationships with organizations active in disaster planning and response. Staff attends meetings and provides trainings on 2-1-1 services. 2-1-1 has also developed and begun to implement a program to train a volunteer corps that would be activated to support elevated call volumes in times of emergency response. Over the next year, 160 volunteers will be trained.

### Expected Outcomes

- Quicker and more efficient response
- Reduction in confusion of where to get help and how to give help
- Increased number of responders

### Performance Measures

- 160 volunteers will be trained for emergency volunteer corps
- Software reports will be produced after an emergency response by request of the State Department of Emergency Management.